

Book Writing for Fun & Profit!

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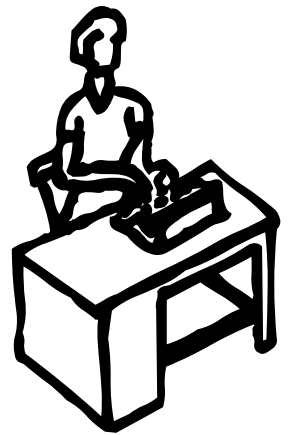
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Introduction

If you're reading this it's because you have a desire to write your own book - to become a recognized expert in your subject matter... and make some extra money in the process.



Right?

Number one, be honest about it. Be honest with yourself and be honest with others.

If you want to be an author - or a best selling author - then let it be known.

The truth of the matter is... whether you think you can or you think you can't - you're right. Your perception of your ability is your "reality."

I've kept this book extremely simple for some very simple purposes:

- 1.) To show you how easy it is to write your own book;
- 2.) To show you that it really is a step-by-step process that you can follow over and over again.

I just want one very simple thing from you.
Just one.

I want you to forget everything you've learned or heard or feel or think is the truth. Not forever, just while you read through this book. I want you to read this with an open mind and a blank slate.

I want you to just do the steps mentioned here. Don't question them. Don't wonder whether they work. Just follow them. Watch your dreams almost magically appear before your eyes.

Listen, I've known people in your spot. I've watched them let fear and doubt destroy their dreams and ruin their lives. Then I've watched the "lightbulb moment" happen

when it just all came together and made sense for them.

I pray that you will have your lightbulb moment while reading this book.

Trust me, right now I want more for you than you even want for yourself. I can see - plain as day - you as a best selling author. People coming to you for your advice based on reading your book. You getting your celebrity status.

I see you achieving your dream of becoming an author and changing your life.

Can you see it?

I hope so.

But if you can't - I hope you follow the steps in this book. If you do, then I'm 100% sure you will "Get it!"

And YOU deserve it!

I look forward to seeing your name in print!

A Little Pep Talk

Are You Leaving A Legacy Or Just Leaving?

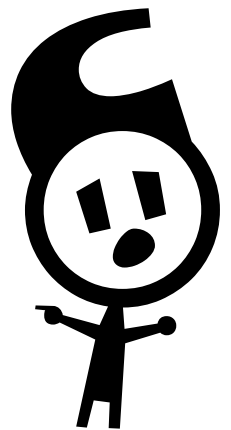
Pardon me while I go a little over the top and get right to the point...

When you take your last breath on this earth and you pass on to the after life and you have to stand before your God - are you going to be proud of your life or in tears because you realize you wasted it?

I told you I wasn't going to pull any punches.

This is serious. Your life is serious.

You've been blessed with God-given talents and skills to improve the quality of your lifestyle by improving the quality of others' lives. It's such a shame to know that 95% never get the financial freedom



necessary to truly live their Passionate Purpose.

Don't be one of the 95%. Follow the simple steps in this book to move yourself into that top 5% who really live - not just survive - this life.

Have you ever walked along the beach... just down next to where the water rolls up onto the shore?

As your foot lifts from the sand, you can - for just a moment - see your footprint embedded in the earth. But then, within a blink of an eye, the sand fills in upon itself and your footprint is gone.

The earth's surface is smooth again as if you had not left your footprint there just seconds before.

Do you want that to be an example of your life? I don't. I want to create something - a legacy - that live on long after I leave this earth.

Carnegie said, "I want to spend half my life amassing as much money as I can and the other half giving it all away." And he did.

He understood the concept that the purpose of money is merely to trade it for the things you want and the things you want to do with your life.

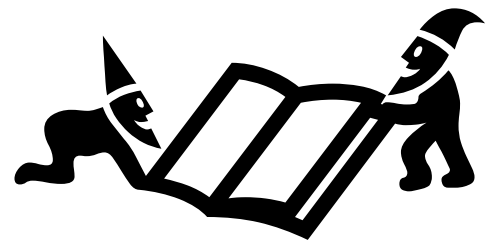
Let me make this perfectly clear. You will never be able to truly live, truly able to enjoy life, truly able to make a difference until you achieve celebrity status and financial independence.

So the question I have to ask you is...

Are you going to leave a legacy - or just leave?

Sensational Subjects: *How to choose a proven subject for your book that guarantees people will want to buy it*

People never change. Nor do their basic desires. They've existed for thousands of years and will continue to exist for thousands more.



Names of people will change. Technology will change. People's desires won't - their desires are hard-wired into our DNA.

That's good for you - as an author. By knowing what people want, you can profit from their desires. And since their desires are predictable, your ability to make money from your book ideas just got a lot more profitable, as well.

So, you must be wondering what do people want to read.

The top three general desires revolve around: Food, Love, and Money.

There will ALWAYS be a market for new cookbooks, new books on love, and new books on ways to make money. Guaranteed!

This will never change. Ever.

So if you have an idea that fits in one of those categories - you are well on your way to celebrity status. It doesn't have to be an original thought on the subject. It can just be a new spin on an existing topic.

NOTE: People do not buy books because they are bargains. They buy them because they have some hope that they will find something - not matter how small - that will positively add value to their lives.

What else are people interested in reading about...

- * Security
- * Sex
- * Power
- * Immortality
- * Happiness
- * Safety
- * Health
- * Recognition

Some more generalized topics would be things like:

To attract the opposite sex.

To keep their possessions.

To have more fun.

To satisfy curiosity.

To protect their family.

To be in style.

To have beautiful possessions.

To quench their appetite.

To emulate others.

To avoid trouble.

To avoid criticism.

To be an individual.

To protect their reputation.

To grab opportunities.

To make work easier.

When you brainstorm ideas for your book,
keep these customer desires in mind.

NOTE: Although it is good to focus your
topic, you should try to keep it in a

general category that will be wanted by a larger section of the population.

For example: You don't want to write a book just about "Love" because it's far TOO general of a topic. But you also don't want to focus your topic so much it becomes something like "Love between 20 - 24 year olds in Northwest California."

Yes, I know that was an exaggerated example and you'd never go that targeted but you get my meaning.

Maybe you could write something like "How to be a 20-something in Love." More targeted than just LOVE but still part of a large group of people who would be interested.

NOTE: Go with a subject you're already passionate about.

Don't make this process harder than it has to be. If you're already passionate about gardening, cooking, investing, pet health, etc. then look in that area for the subject of your book.

#1) You will WANT to become a recognized expert in the field. Nothing worse than finding a topic that will make you money but you're embarrassed to be associate with.

* I did some research and found a hot topic that could have made me thousands literally overnight... but then I realized I didn't really want my name associated with that topic. Money is important but if you write your book about a topic you're excited about and you become a recognized expert - achieving celebrity status - you will have SO much more than just money in the bank. *

#2) Working on your project will seem like anything but work. When I chose a subject specifically because I think it will make money - I'm less than happy to do the writing. When it's about something I enjoy then I can't wait to write and don't want to stop. I've worked until the early hours of the morning because I just lost track of time.

Find something that really gets you excited!

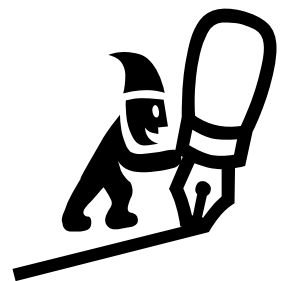
Tantalizing Titles: How to brainstorm the most profitable title for your book

Years ago when Napoleon Hill's famous manuscript on building wealth was ready for publication, it had no title.

His publisher called and said, "If you don't come up with a title by tomorrow morning, I'm going call it "USE YOUR NOODLE AND MAKE A BOODLE." Distraught, Napoleon Hill began playing with words and throughout the course of the night came up with the classic title, "THINK AND GROW RICH."

Have you read Think and Grow Rich? [If not, you need to head to your local bookstore, or library, and pick up a copy.]

It is one of the most best selling books of all time - probably due to its name.



Hey, it's a Great Book because of what's inside the book. The contents are incredibly powerful ...but, I'm not sure how many people would have bought it with a title like *Use your Noodle and Make a Boodle*.

Would you have? Not me.

There are many, many other examples throughout history where books were written and published unsuccessfully... until they changed the title of the book.

In fact, some authors have ONLY changed the title of their books and have become best sellers after their first printing sold just a few copies.

I know it's crazy. I know it's not right. But that's life. I'm sharing this with you so you can work it to YOUR benefit.

I'm not proposing that you can put together horrible content for your book, slap on a great title and make tons of money. Although I've personally seen it done

(unfortunately), I am not suggesting you do that.

I'm suggesting that once you've got quality content inside your book, let's get a great title on the outside of your book and add tremendous potential on your road to success.

Ok, so how can you get a great idea for a title?

Simple: start looking at the Best Seller lists at Barnes and Noble or Amazon.com.

When Jason Oman and Mike Litman wanted to publish their book they modeled a popular book called "Conversations with God" and published "Conversations with Millionaires." Their book went to #1 on Amazon.com

Make sense?

Another great place to look for outstanding titles is the tabloids in the checkout isle. Those papers and magazines don't sell millions of copies because they write unique

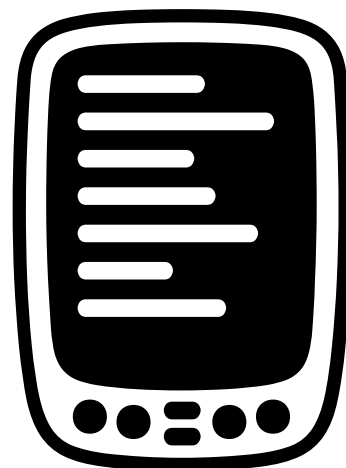
and wonderful content - it's because their titles are just SO compelling you've got to read it.

How to create a powerful outline for your book - even if you hated English class

Now before you get scared by the thought of creating an outline... it's not as hard as you think. Don't let thoughts of your high school or college English class give you cold feet.

You're probably asking, "Why do I have to create an outline?"

Let's get down to simple basics.



What makes the book creation process SO extremely simple is that at the core of each book is... Content.

Content. Plain, simple, no frills content.

How do we organize content into a meaningful flow? You got it - by creating an Outline.

Don't make this harder than it has to be. Use the example above and then just add your book sections.

How can you create the section titles?

When going through the next section you'll find great ways to come up with content for your book. While searching for articles, jot down their... you got it... TITLES then simply modify them to become the section or chapter titles inside your book.

TITLES will sell your book.

Imagine seeing a compelling title on the cover of your book. Then the reader glances through the Table of Contents and see all

the compelling titles for each chapter or section.

They'll HAVE to buy your book - they curiosity will just get the best of them.

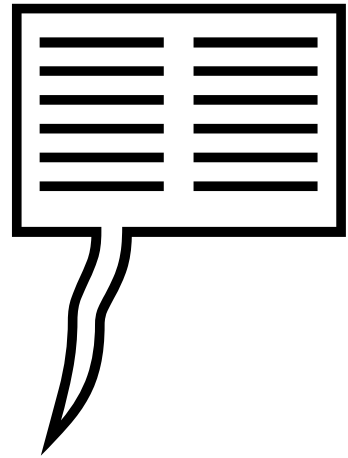
Cash Content: The most productive way to find great content for your book

Most people know about Google.com as the largest search engine in the world... however, few realize how powerful it is as a research tool.

The key is knowing how to tap into Google's research powers. One of the best ways to find content is by using the search string called "allinurl."

(pronounced all-in-u-r-l)

You can go to Google.com and type your keyword phrase in after allinurl: - and search its database for sites that have that keyphrase in their URL, either in the domain name or in a file name.



For example, if I was writing a book about Dog Names I could use something like:

allinurl: dog name articles

allinurl: dog name

allinurl: beagle dog names

You should find some really good content using this method.

Let's check out the real world examples and take a look at what we would find.

#1) allinurl: dog name articles

"A Dog Name is Something To Be Chosen Carefully"

- "5 tips for finding the right name"
- "Puppy dog name meanings"

Looks like great content for the book. Simply decide which section (from your

outline) would be the appropriate section for it to go in.

Note: If you really want to use the content but don't currently have a section devoted to it, you want to consider adding one.

Now for the important question... HOW can you organize your search findings? Glad you asked...

Put the name of your idea and the Outline Section at the top of a piece of paper.

In the section below put...

Name/Title: The name and/or title of the content you've found

Link: URL to the content

Expert (Owner): Who wrote the content

Type: Is the content text, audio, video, etc.

If you have 6 sections to your outline, you should have 6 of these sheets with content information - one for each section.

This way you can quickly see how much content you've accumulated for each section. Once you decide you have enough content in a certain section you can stop searching and move on to the other sections in your outline.

After collecting all the content you want for your product, you have four options.

#1) You can contact the content owner and ask permission to include their content in your product. You can do this whether it's text, audio, video, etc.

The benefit of including other experts' content is that when it comes time to market it you've got 'built-in' partners to help promote it and you are leveraging other people's credibility as experts in the subject.

#2) You can hire a ghostwriter to write on similar topics to those in your outline. selection.

#3) You could research and write content following the outline yourself.

I've come to realize the power and the effectiveness of using existing content from the experts.

Unless you absolutely have to have the entire product be your words, I'd suggest using expert content along with some of your own content mixed in. This might be as simple as finding a public domain book on the subjects you outlined and using some of its content as well.

Expert Advice:
The simple way to get experts on
your subject to contribute content
for your book

ASK.

Please don't get mad at me for making this overly simple.

It really is THAT simple.

I could have written that one simple word, "ASK" and called this section complete.

Honestly.

Everything else is just "extra."

When Scott Britner needed \$10,000 to buy his children digital hearing aids, he asked for help from someone he knew had the answers. When he was told what to do, he did it. He



generated the \$10,000 starting from scratch in just 45 days.

From nothing to everything he asked for in 45 days. And it all started by just asking.

So why don't we ask...

- 1.) Many just don't know what to ask for.

By now, you know your book title, the subject for your book and some ideas for the content and sections of your book. You know what to ask for.

Find current experts in this area and ask if you can use their content (an article, teleseminar transcript, etc.) in your book. Be sure to ask if they have an item you can use as a "bonus" when you promote your book. This will come in handy later.

Most will jump at the chance because it's more exposure for them.

2.) As we've grown older, we have been programmed to STOP asking.

Ask and you shall receive.

You've gotten 95% of everything you have (either positive or negative) because at some point, in some way, you asked for it.

Tell yourself that it's ok to ask. It's important to ask. You'll never be successful unless you ask.

Reprogram yourself to be in the habit of asking. It will do incredible things in your life - I promise.

3.) We've received enough rejection, embarrassment and hurt from our early adult years that we now think it's easier to settle for less than deal with the fear that's resulted from these past experiences.

Rejection, embarrassment and hurt is just

a fact of life. Face it and get over it!

If you ask for what you want, you may get rejected.

If you don't ask for what you want, you're 100% guaranteed to be rejected. Rejected from your dreams because you failed to at least ask.

You'll get a NO from 100% of the people you don't ask. At least if you ask you'll get a few to say YES.

And believe me... you only need a few.

When I went for my \$10,000 goal I mentioned earlier... I asked 50 people to help me. I only received 3 positive responses.

Don't feel sorry for me. I only wanted the people who wanted to be there. And those 3 people helped me generate the \$10,000 just 18 days after I received the first response.

So I was rejected 47 times. I achieved my goal and MUCH more with just a few who said YES.

Know what you want. Be clear about your purpose and your goals.

Be passionate about what you are asking for.

Take action even when you're afraid.

Learn from experience so you can continue to become better at asking for what you want.

Be persistent - if you don't get what you want, keep asking until you do.

Ask from your heart. You can have anything you want if you want it desperately enough! If you are passionate enough - others with similar purposes will flock to your side.

Be sure to give something to get something. When you're asking, always be sure to explain what's in it for them, how they

benefit and win because they've acted positively on your request.

Remember, even though what you want is about you and your goals... the best way to get others to help is to tell them what's in it for THEM.

Where to add your own personal content for the biggest benefit

In the beginning...and at the end.
Let's call it the sandwich
principle.

In a previous chapter, we
discussed gathering content from
various sources. You can then
either choose to use that content
in your book, rewrite the content
and write the entire book yourself or a
combination of both.

I usually prefer to do a combination of
both. It's not the 'right' way - it's just
my way.

When using other people's content in your
book:



- 1) Ask for permission (or use content - like articles - that the author gives you permission to use as long as you include their byline)
- 2) Surround their content with your content

You have a few choices:

- 1) Put the book together first

Layout out the book first. Fill it with the expert content you want to include and then go back and add your personal content on the subject at the beginning and end of each chapter.

This way your content is seen FIRST in each chapter and LAST in each chapter.

This isn't hard. You've done the research gathering other people's content. If you picked a topic you enjoy then you should be able to at least write

4-7 paragraphs that introduce the chapter and then summarizes the chapter.

2) Write it as you go

Just write. If you Love to write like I do then you can just write the book from beginning to end.

When you get to a point in the book where some of your researched content makes sense, then just add it in as you go. This may give your book a better flow.

Again, it's all just personal preference. I'm just layout out some options that you might not have thought about before.

That's my goal for this book. Give you some ideas and options you might not have considered before.

This process is not complicated - and it shouldn't be. It should be FUN.

Also, you don't have to write the entire book for it to be YOUR book. You picked the subject, you compiled the research, you put it together... therefore, it IS your book. And by doing the research and putting it together you ARE the expert on the subject.

Collecting the content from current experts and surrounding it with your personal content is the quickest way to put together a good solid book on any subject.

Just remember to mix in your personal content at the beginning and end - of the book and of the chapters - so that psychologically it stands out in your reader's mind.

Resource Goldmine:

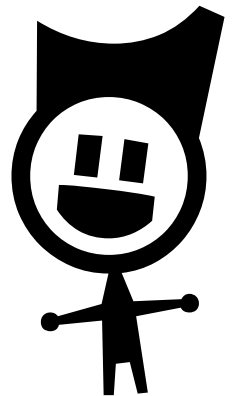
*What to add to the resource section to
make your book far more valuable*

Be sure to add a resource section at the end of your book that contains related products/services to your book's subject. And if possible sign up to be an affiliate of the product/service so you make money when you promote it.

Now, look carefully at the paragraph above. Notice the 'order' in which I wrote the sentences.

- 1) Find a product or service that compliments your book's subject
- 2) Become an affiliate (if you can) so you make money when you promote it

I didn't say it the other way around.



Don't just look through affiliate programs and pick the first 5 or so you come to. This will take away value from your book because readers, once they take a look at what may be low quality products, will then be upset with you for recommending them.

Pick quality products and services. Try them out first if you can. Email or talk with the creator of the product/service.

This can add tremendous value to your book. Not just because You are the one providing more valuable help to your reader but also because you are generating some extra income as well.

But the value to your reader HAS TO come first.

Please read that again... the Value to your Reader HAS TO come First.

Give value to your reader and they will in turn give value back to you - in more ways than you can imagine.

Ok, so how do you find these valuable products and services to offer your readers?

Great question!

Check www.Google.com

Go to Google.com and search for your subject matter.

If I was going to do a Pet Name book, I would do a Google.com search for possibly "Pet Supplies."

Notice the links at the top in a grayish background and the links down the right side of the page.

Product owners (or someone) is paying Google.com to display these links. If the person is paying to display the links they've probably got a product/service to promote. And will probably be willing to let you promote it as well.

Just because these links show up - or because they show up at the top - doesn't mean they are 'quality' products/services or the best products/services. It just means someone paid the most to get them there.

Please do your research, just like you did with the content and pick the ones most appropriate and the ones most valuable - to your reader.

Another place you can go is ClickBank.com (www.ClickBank.com):

More appropriately, go to the ClickBank Marketplace

There you will notice that the products are listed by subject and you can drill down into each subject and find more specific products (all digital products) that you can be an affiliate of and promote.

In each section the products are listed by popularity so the most popular will be listed first. This doesn't mean it's the

best product for you - just that at this point in time it is the most popular.

Research the products carefully before choosing.

Lastly, let me tell you about one more place you can look. It's a site called Commission Junction.

www.cj.com

This is a great site to find affiliate products you can promote. You can easily sign up for an account and then search their vast supply of products/services based on the subject of your book.

Between these three powerful resources, I'm sure you'll be able to find 5 or so products/services that are high quality and will provide value to your reader.

How many should you choose? I'd at least provide one per each section or chapter you have. That way for each chapter of information you've given your reader a

recommended resource for additional
assistance.

How to package your book as a PDF for free so it can be sold online as a digital product

Use a product called PDFWriter.

For any of the content you will be promoting as a text-based product, the best way to package it is as a PDF file.



Several years ago Adobe Acrobat was the only product to create such a file format. At a cost of \$300 it wasn't very cost effective for the entry-level marketer to take advantage of it.

However, there is a free way to create a PDF file to using the software from cutepdf.com. Download and install the cute pdf writer software and install it on your computer.

Then from your word processing program simply choose it as your "print" option.

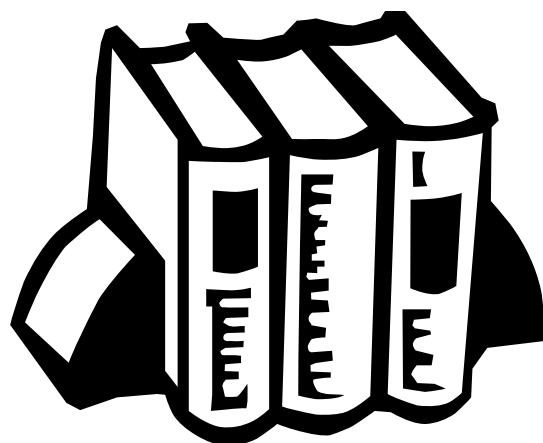
You'll then be asked where you want to save the file. Pick a location and save the text document as a PDF file.

It's as simple as that to create a high quality digital copy of your book for you to promote.

If you link directly to a PDF on your website it will try to open online rather than download. So it's usually a good idea to create a "zip file" your file so your clients can download easily.

How to package your book as a physical book so it can be sold in online and offline bookstores

Lulu.com is the obvious choice because they have reasonable prices and there is no minimum quantity to order - get just one book if you wish.



Once you have your content in PDF format, it's just a one step process to get a physical book printed.

Stop thinking that it's a long drawn out process and a complicated process. It's not.

Go to: www.lulu.com

Lulu.com is a full-featured online Print-On-Demand service that will print one book or 10,000 - depending upon your specific need.

Because there are no minimum orders it's perfect for the Info Product creator whose just getting started and wants to have a physical book to promote.

The book could be sold separately.

The book could be combined with audios and/or videos as a "kit" or Home Study Course.

The book could be used for a "Best Seller" promotion on Amazon or Barnes and Noble.

Because you can order 1 book or 1,000 books Lulu.com can grow as you and your business grows.

How to get an ISBN for your book in less than 24 hours and save \$200 in the process

Lulu.com is again the best choice I've found because of the low investment and quick turnaround.

If you're going to get your book listed in the major bookstores then you need an ISBN. If you go through the "normal" channels you'll be faced with a \$300+ price tag to get the ISBN.

Here's the Official ISBN site <http://www.isbn.org> however, don't buy from there.



On this site you will find a form that will cost you an investment of around \$300 and at least 10-14 days.

Several years ago the only options you had were to go through a traditional publisher or pay this outrageous price to get your ISBN so you can be listed in online and offline bookstores.

Not any more.

Now, using Lulu.com you can get an ISBN for as low as \$34.95 - and have it within 24 hours:

Lulu.com offers the \$34.95 option if you just want an ISBN number or for only \$149.95 you get...

"Your book is entered into Ingram's database, the largest US book wholesaler. This gets your book into the same wholesale channels as major US publishers and will allow book retailers like Amazon, B&N, and Borders to sell your book. Your title will also be made available in the UK through

Bertrams and Gartners, who are wholesalers in the UK market. Your title will be entered into *Books In Print*, Titles@Ingram, and Neilsons Bookdata (UK) bibliographic databases to facilitate the widest availability around the world."

For about ½ the price of an ISBN on ISBN.org you can have your ISBN and Global Distribution of your book set up for you.

The easiest way to take orders for your book - and it won't cost you a dime

PayPal.com offers you a quick and efficient way to take orders for your book online... and there's not upfront investment required.



NOTE: The ClickBank.com site I mentioned early will also allow you to sell your digital product online. However, they do charge about \$50 upfront to get started. I started out with ClickBank.com but now take orders through PayPal.com because I have more control over my money.

It's an easy sign up process.

But you may want to sign up when you're first starting your book rather than waiting

until it's finished and you are ready to start selling it. Although the process is simple to sign up they do verify your bank account information which may take a few days to complete.

Not a big deal but if you're ready to start selling your product you don't want to wait around for a few days. Go ahead and sign up now so your payment processor account is ready when you are.

How simple is it for you to use PayPal.com as your payment processor?

The customer will come to your website click on the order button and the customer completes their sale at PayPal.com's website. If you do not have a website or do not wish to have one you can try ebay.com or regular brick and mortar outlets.

The customer is directed back to your website to receive their digital book download (the PDF book inside the ZIP file).

3rd Grade Simple just the way I like it. No
need to make it any harder than that.

What to collect that's more valuable than money

The most valuable thing you can collect if you are selling your book from a website when a visitor comes to your book's sales site is not their money... it's their email address and/or other contact information.



If you have no clue how to create a website don't worry about being intimidated. It is actually a lot easier than you think. There is a simple site that teaches people all about creating websites for free at www.LissaExplains.com

You can also learn a lot by doing a search for a phrase at Google.com like "how to make a website" and "free html tutorial." You

will find tons of very good free training that way and can learn how in no time. Anyone can learn the basics of creating a website in just one day.

Ok, back to collecting your website visitors contact information.

I know, I know your probably saying... "I'm an author. I want to write my book, sell my book and become a recognized expert. WHY do I need to get their contact information?"

The most simple answer is: Because you will NOT become wealthy from the sale of your book. You will become wealthy and achieve celebrity status through the ongoing relationship you build with your readers.

If you don't know who they are, how can you continue to keep in touch with them - and they with you.

If you're an expert on the subject and they've already got your book don't you think they'll want MORE information and MORE books from you?

ABSOLUTELY!

Your book makes you an expert on the subject, your interactions and relationships will propel you to a recognized expert and position you for long-term success - not just a one-hit wonder.

The service you need to collect email and contact information and automatically respond to the person is called an Autoresponder.

There are paid autoresponders and free autoresponders. Normally the free autoresponders paste their own marketing message at the bottom of the emails you send out.

Not the best scenario, obviously, but if you want to do this with limited or no upfront investment then a free autoresponder service will work just fine until you start to see profits coming from your book.

The service I use is a paid service called Email Aces. It's located at www.mastermind.emailaces.com

Please do your own research and find a company you feel comfortable with. But I would recommend this service because it's been around for a long time and many of my high quality marketing friends recommend this to their clients and wouldn't continue to do so if it was a shoddy service.

What should you do with your autoresponder service when you get it?

- 1) You should place at least 1 or 2 "sign up" boxes on your book's sales page. You can offer an ongoing "newsletter" or "ezine" (as it's called online). Or you can create a "special report" related to the subject of your book and offer it Free for anyone who signs up.

The purpose of this sign up is to capture "visitor" information. This way even if the visitor doesn't order your book, you still have their contact information and can keep in touch to promote your book and yourself to them on an ongoing basis.

Maybe they won't buy your book but because of your newsletter or special report recommend it to some of their family and friends.

- 2) After PayPal.com and before your download page

When looking at PayPal.com... we saw that after they took the person's payment for your book they would send them back to your website.

The first page the person - now a client - should see is a "register" page. This page can simply ask for their name and email or you can have optional fields like address, phone

number etc. Obviously the more information they are willing to provide the better for future contact with them.

This is a different list than those in #1. #1 is a list of people who visited your book's website who may or may not have purchased your book. These are people who are registered buyers.

History proves that it's far easier to get current clients to order more from you than trying to get someone who hasn't already ordered. Both lists are valuable - but this one is the most valuable to you for ongoing success.

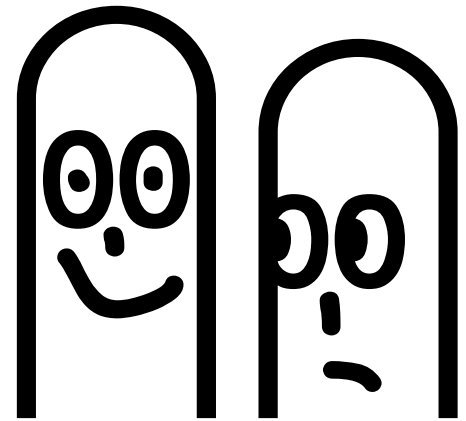
Make sense?

I don't want to make it too complicated or spend too much time on it. The main goal is to create your book but I would not be doing

you a service by skipping over important information like this.

How to become a best-selling author online and offline

If you've done all the previous steps... believe it or not you've already got everything you need to become a best selling author online or offline.



First, let's address... What IS a best selling author?

You have to answer that in your own mind.

Technically, it's any book that makes it into the Top 100 list at ANY online or offline bookstore.

However, what does it mean to you?

Is it someone who sells 300-500 books in a day through online bookstores like Amazon.com and makes the top 10?

Is it only the person who makes it to #1?

Is it the person who sells their book from their own website and makes \$180,000 in a few months?

Or does it have to be a specific list... like the New York Times best seller list?

What does it mean to you?

It's a tough call. But you CAN have it all.

Let me continue to be straight forward and honest with you about the reality of the situation.

Selling your book through an online or offline bookstore will mean less money for you upfront but will provide you far more leverage in the long run.

Selling your book from your own website and taking your own orders will mean far more money in the bank for you initially but you'll have to work a little harder on the back-end to get the recognition you deserve.

Both ways work. Neither way is right. It's really what's right for you.

Let's talk about the steps necessary to make your book a best seller whether you want to do it through an online bookstore or from your own website.

After getting this far in this book you won't be surprised that the steps are very simple...

- 1) Pick the specific day you want to become a best seller

Focusing on a specific day is what provides you the leverage to sell a large amount of books quickly. Selling 500 books over 6 months is not as impressive as selling 500 books in one or two days.

Don't get scared by that number. It's not as hard as it may appear. If you've followed the steps you already have the resources you need.

- 2) Create your "what's in it for me?" offer

Your book is a valuable resource for your clients. But selling it alone puts it up against all the other books already on the market for your subject. I don't like those odds.

What you need is something "extra" -- something that really let's the perspective buyer know that you want to help them.

Oh, I know... how about the "bonuses" you asked for when you contacted current experts? Yeah, that sounds great! ☺

If you were to sell your book (for let's say \$20) and then offered everyone who

purchased your book on the specific day you decided on in step 1 around \$200 in bonuses from experts... do you think they'd be more likely to buy? And buy on that day?

Of course they would.

This is the step where you stop thinking about you and start thinking about the group of people you want to help by writing this book in the first place. Think of everything you can possibly offer to add value to your book and build a powerful arsenal of tools and resources.

When the potential buyer asks, "What's in it for me?" (which they always do)... give them TONS of answers.

- 3) Use the 12-step method to create a promotional sales letter

Now that you've answered the "What's in it for me?" question, use the 12-step

process to build a sales letter site for your book that explains it the potential buyer.

They have a problem in their life. Your book is going to give them a solution for their problem... and a whole lot of "extras" if they buy on the specific day you've selected.

Tell them - using the proven 12-step process.

- 4) Leverage the relationships you've built

Now, simply go back to the experts who provided you the bonus items for your book promotion, let them know the day you have picked as your best seller day and ASK them if they would help you promote it on that day.

GIVE THEM A FREE COPY OF YOUR BOOK.

Don't be stingy. These are experts who

have earned the right to be called an expert. You are asking them for a favor. Be generous enough to let them read your book first.

Like you when you evaluate the resources to include in your book, they will want to evaluate the quality of your book to see if they feel comfortable recommending it.

If you can afford it, send them a physical copy. If you can't, email them a digital copy with a short, concise explanation of what you are doing.

When you become an expert you don't have a lot of extra time and everyone is flooding your mailbox and email with requests. Find a way to make yours different.

But just keep asking until you get 5 - 10 experts who will help you.

If you have to ask 100 people to get 5 or

10 then do it. I had to ask 50 to get 3 but \$10,000 in 18 days was worth it.

No need to make it more complicated. Pick a specific day to target your focused effort. Give an overwhelming amount of bonus reasons for people to buy your book on that day and then leverage the relationships with experts to get them to help you promote your book.

Why would they want to? Some will want to give back for the success they've earned. Some will want to because by doing so their bonus item is getting in more people's hands (and their bonus item promotes them).

What will these experts use to help promote your book?

You guessed it... the "list" of their current clients. Remember the "autoresponder" list we spoke about earlier?

When you become an expert would it be good to have one of those lists so you can turn

around and help promote others so they too can become a best seller? And, of course, so you can further promote yourself as a leading expert?

Don't think this best seller thing is as "glamorous" as it appeared before you knew how simple it was?

Sorry.

But this isn't something new. At least this process has other people buying your books to make you a best seller.

Authors 25, 50 or 100 years ago would buy out their own first printing to make it appear their book was popular. Many "best sellers" used this tactic to get the Best Seller status so publishers would contract with them for future titles.

Tricky? Maybe. Successful? Absolutely.

Now it's your turn.

Now that you know HOW to become a best seller, let's address where to become a best seller.

Right now the 2 most popular bookstores for running best seller campaigns are Amazon.com and BN.com (Barnes and Noble).

To get your book listed in Amazon.com you can either:

Purchase the \$149.95 option from Lulu.com for Global Distribution. This will get you listed in all major online and offline bookstores or go to Amazon.com and do it yourself.

If you take the "do it your self" route at Amazon, be sure to join Amazon.com's Advantage Program. They will walk you through the process of signing up and getting your book listed in their store.

If you want to get listed in Barnes and Noble (online or offline), then visit BarnsandNobel.com.

Just like Amazon.com they will walk you through how to get your book listed in their store.

Lulu.com will make both these a simple process because you'll already have an ISBN and you can order just a few books initially to get started with Amazon.com and/or Barnes and Noble.

NOTE: The benefit of Barnes and Noble is that they allow customers to purchase multiple copies of your book where Amazon.com (at the time of this writing) only allows one copy per purchase.

Some other examples...

Let's talk through a few examples of how the Best Selling promotion may work:

- 1.) Leveraging experts

We've already covered this one.

If I was writing the Pet Name book, I could find experts who are currently

providing products and services to pet enthusiasts. Ask for bonuses and/or content from them. Then let them know the day I'm going to promote it and ask for their help.

I would provide them a digital or physical copy of the book to review. I would also ask what I could do to assist them. I've got to make it worth their while to help me.

2.) Leveraging businesses

Rather than relying on 1 sale at a time from individual readers, I could approach businesses that sell pet-related products and see if I could get a licensing agreement with them where they buy a large quantity of books at one time.

I could sell 500 books to 500 different readers or I could sell 500 books to 1 or 2 pet stores.

3.) Leveraging home town support

If it's a localized subject - like a travel guide to North Carolina beaches - you could focus on specific businesses along the North Carolina coast to promote your book.

You could also contact local radio and/or TV stations to get publicity for your book promotion.

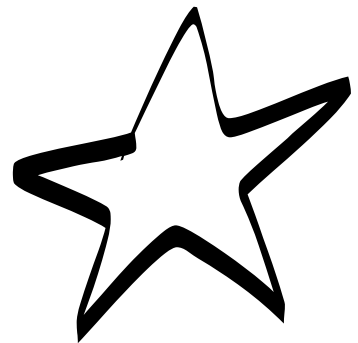
The biggest key to your best selling book promotion... don't just go through the motions.

Make It An EVENT! And have FUN with it.

How to elevate yourself to expert status

Create a Powerful Platform.

I met an extraordinary public relations professional who just blew me away with a topic I'd never heard explained before. She called it building a Powerful Platform.



Your secret to leverage your book into making you an expert with celebrity status and positioning you for long-term success will be your platform.

That is what you're looking for right?

Ok, you've gone through this whole book so why would you think I'd make this section more difficult than it has to be.

I know you want to write a book.

I know you want your name in print.

I know you want people to recognize you as an expert on the subject.

But the long-term goal is to create a continual process of promoting your products and services.

As a recognized expert (and best selling author) you can do this FAR more easily than without that credibility.

Think of it... calling someone and saying, "Hi, this is John Smith..." or "Hi, this is John Smith, best selling author of..."

Which has more credibility?

I'm not saying it's right. I'm just saying it's reality.

I think Robert Kiyosaki said it best. There are best "writing" authors and best "selling" authors.

The key is you must know you can do it. You know it!

It's not that complicated. Don't make it more complicated than it has to be.

- 1.) Pick a subject that will guarantee your success - and try to make it something you're interested in.
- 2.) Choose a title and chapter titles that will compel people to buy it - like people feel compelled to have to buy a tabloid at the checkout.
- 3.) Find and write good quality content so your readers are happy they purchased from you.
- 4.) Continue to ASK until you get all the help you need.
- 5.) Use the 12-step sales letter process and the best seller processes.

- 6.) Collect contact information from people who visit your sales site or at least those who buy from you.
- 7.) Leverage your book's sales success by creating a Powerful Platform.
- 8.) Use your expert status to sell more products and services.
- 9.) Be smart with your profits and use the 70/30 plan to achieve long-term financial success.

Keep the process simple... because it is.

Have Fun! Be Successful!!

THE END